What is claimed is:

1. A pneumatic tire comprising a tread portion, a pair of sidewall portions, a pair of bead portions, a radial carcass extending between a pair of bead cores embedded in the respective bead portion to reinforce these portions and having a turnup portion wound around the bead core from an inside of the tire toward an outside thereof, a bead filler rubber of a triangular shape at section taperingly extending from the bead core toward an end of the tread portion, and one or more reinforcing cord layers arranged at a side face zone ranging from the bead portion to the sidewall portion, in which the reinforcing cord layer is a layer of one or more rubberized cords spirally wound about an axial line of the tire and has an inner end in a radial direction of the tire between a position located outward from an outer periphery of the bead core in the radial direction and a position located inward from a tapered end of the bead filler rubber in the radial direction.

2. A pneumatic tire according to claim 1, wherein the inner end of the reinforcing cord layer is located in a position separated from the outer periphery of the bead core by a distance in the radial direction corresponding to 3-50% of a tire section height.

3. A pneumatic tire according to claim 1, wherein an outer end of the reinforcing cord layer in the radial direction is located in a position separated from a rim diameter line by a distance in the radial direction corresponding to 10-75% of a tire section height.

4. A pneumatic tire according to claim 1, wherein the cord of the reinforcing cord layer is a cord selected from nylon cord, polyester cord, rayon cord, aramid cord and steel cord.

5. A pneumatic tire according to claim 1, wherein the reinforcing cord layer has an end count of 15-60 cords/5 cm.

6. A pneumatic tire according to claim 1, wherein the bead filler rubber

has a JIS hardness at 30°C of 65-83.

7. A pneumatic tire according to claim 1, wherein an end of the turnup portion of the radial carcass has a height in the radial direction corresponding to 5-45% of the tire section height.

8. A pneumatic tire according to claim 1, wherein the reinforcing cord layer is arranged along an outside of the turnup portion of the radial carcass.

9. A pneumatic tire according to claim 1, wherein the reinforcing cord layer is arranged along an inside of the turnup portion of the radial carcass.

10. A pneumatic tire according to claim 1, wherein an outer end of the reinforcing cord layer in the radial direction exceeds an end of the turnup portion of the radial carcass in the radial direction.

11. A pneumatic tire according to claim 1, wherein a reinforcing sheet rubber extending toward the end of the tread portion is arranged along a tapered end portion of the bead filler rubber so as to contact therewith and has an even thickness of not more than 2 mm.

12. A pneumatic tire according to claim 11, wherein an outer end of the reinforcing sheet rubber in the radial direction is located in a position separated from the rim diameter line to 30-75% of the tire section height.